

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u>TOTAL # PGS.</u>	<u>TOTAL \$M</u>
<b><u>CORE MAGAZINES</u></b>		
COSMOPOLITAN	12.0	\$582,036
FIRST FOR WOMEN	10.0	\$88,200
NATIONAL ENQUIRER	6.0	\$190,642
NEW WOMAN	9.0	\$224,745
PEOPLE	14.0	\$1,282,669
REDBOOK	11.0	\$397,971
SOAP OPERA DIGEST	6.0	\$133,572
SOAP OPERA MAGAZINE	5.0	\$13,773
SOAP OPERA WEEKLY	5.0	\$31,893
STAR	7.0	\$169,625
TRUE STORY	7.0	\$63,600
TV GUIDE	9.0	\$816,403
WOMAN'S WORLD	4.0	\$48,941
<b>TOTAL</b>	<b>105.0</b>	<b>\$4,044,070</b>
<b><u>YOUNGER MAGAZINES</u></b>		
ALLURE	12.0	\$380,795
ELLE	5.0	\$160,082
ENTERTAINMENT WEEKLY	11.0	\$368,076
ACC. AWARDS VIEWING GUIDE	1.0	\$14,745
GLAMOUR	12.0	\$850,796
MADMOISELLE	12.0	\$562,724
MARIE CLAIRE	2.0	\$32,826
ROLLING STONE	8.0	\$365,964
SELF	8.0	\$402,537
US	10.0	\$233,190
VOGUE	12.0	\$657,448
WORKING MOTHER	9.0	\$192,501
<b>TOTAL</b>	<b>102.0</b>	<b>\$4,219,783</b>
<b><u>OLDER MAGAZINES</u></b>		
BETTER HOMES & GARDENS	10.0	\$746,928
CABLE GUIDE	1.0	\$47,215
COUNTRY AMERICA	6.0	\$199,504
COUNTRY HOME	6.0	\$282,241
FAMILY CIRCLE	10.0	\$663,295
HARPER'S BAZAAR	5.0	\$149,337
HOME	6.0	\$154,919
INSTYLE	10.0	\$174,289
LADIES HOME JOURNAL	11.0	\$655,353
LIFE	9.0	\$404,077
McCALLS	11.0	\$382,483
MOVELINE	7.0	\$58,152
SOUTHERN LIVING	8.0	\$350,808
TIME	5.0	\$549,915
VANITY FAIR	10.0	\$603,330
WOMAN'S DAY	10.0	\$474,646
WORKING WOMAN	9.0	\$218,650
<b>TOTAL</b>	<b>132.0</b>	<b>\$6,095,141</b>
<b><u>SUPPLEMENTS</u></b>		
PARADE	5.0	\$244,676
USA WEEKEND	5.0	\$183,449
<b>TOTAL</b>	<b>10.0</b>	<b>\$428,126</b>
<b><u>MISTY DEFENSE CITY BOOKS</u></b>		
D MAGAZINE	4.0	\$23,800
HONOLULU MAGAZINE	4.0	\$14,784
LOUISIANA LIFE	3.0	\$8,971
NASHVILLE LIFE	4.0	\$15,729
NEW ORLEANS	4.0	\$15,602
RICHMOND MAGAZINE	4.0	\$14,471
<b>TOTAL</b>	<b>23.0</b>	<b>\$83,357</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>		
ATLANTA MAGAZINE	2.0	\$13,420
BUZZ MAGAZINE	2.0	\$16,260
CHICAGO MAGAZINE	2.0	\$32,016
LA MAGAZINE	2.0	\$26,884
OCEAN DRIVE	2.0	\$8,190
NEW YORK MAGAZINE	2.0	\$87,964
<b>TOTAL</b>	<b>12.0</b>	<b>\$184,774</b>
<b><u>MILITARY</u></b>		
STATESIDE FAMILY	1.0	\$13,970
<b>TOTAL</b>	<b>1.0</b>	<b>\$13,970</b>
<b>GRAND MONTHLY TOTAL</b>	<b>385.0</b>	<b>\$15,059,220</b>

\*Does not reflect cash rebates

C:\123\NEW BUD

2060311843

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	# PGS	JANUARY	\$M
<b>CORE MAGAZINES</b>			
COSMOPOLITAN			
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE			
REDBOOK			
SOAP OPERA DIGEST	1	BC - 1/17 OTO	\$26,030
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
<b>TOTAL</b>			<b>\$26,030</b>
<b>YOUNGER MAGAZINES</b>			
ALLURE			
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADMOISELLE			
MARIE CLAIRE			
ROLLING STONE			
SELF			
US			
VOGUE			
WORKING MOTHER			
<b>TOTAL</b>			<b>0</b>
<b>OLDER MAGAZINES</b>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR			
HOME			
INSTYLE			
LADIES HOME JOURNAL			
LIFE			
McCALLS			
MOVIELINE			
SOUTHERN LIVING			
TIME			
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN			
<b>TOTAL</b>			<b>0</b>
<b>SUPPLEMENTS</b>			
PARADE			
USA WEEKEND			
<b>TOTAL</b>	0		<b>\$0</b>
<b>MISTY DEFENSE CITY BOOKS</b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
<b>TOTAL</b>	0		<b>\$0</b>
<b>CORPORATE POOL CITY BOOKS</b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	0		<b>\$0</b>
<b>MILITARY</b>			
STATESIDE FAMILY	1	BC	\$13,970
<b>TOTAL</b>	1		<b>\$13,970</b>
<b>GRAND MONTHLY TOTAL</b>	1		<b>\$40,000</b>

\*Does not reflect cash rebates

C:\123\NEW BUD

2060311844

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>FEBRUARY</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN			
FIRST FOR WOMEN	1	BC - 2/27	\$15,120
NATIONAL ENQUIRER	1	BC - 2/28	\$34,665
NEW WOMAN			
PEOPLE	1	PG - 2/13	\$79,197
REDBOOK			
SOAP OPERA DIGEST	1	2C - 2/28	\$24,413
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	PG - 2/14	\$22,184
TRUE STORY			
TV GUIDE	1	PG - 2/25 GRAMMY	\$63,812
WOMAN'S WORLD			
<b>TOTAL</b>	<b>6</b>		<b>\$259,391</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	1	3C - OTO	\$31,695
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 2/24 - 3/3 D. ISSUE	\$31,702
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADEMOISELLE			
MARIE CLAIRE			
ROLLING STONE	1	BC - 2/23	\$78,690
SELF			
US			
VOGUE			
WORKING MOTHER			
<b>TOTAL</b>	<b>3</b>		<b>\$142,087</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	BC - 2/21	\$88,651
HARPER'S BAZAAR	1	3C - SPECIAL RATE	\$32,486
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	BC	\$76,015
LIFE			
McCALLS	1	BONUS PG FROM '94	\$0
MOVELINE			
SOUTHERN LIVING			
TIME	1	BC - 2/6	\$127,509
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN			
<b>TOTAL</b>	<b>5</b>		<b>\$324,761</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE	1	QUEEN PG - 2/26	\$48,935
USA WEEKEND			
<b>TOTAL</b>	<b>1</b>		<b>\$48,935</b>
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE	1	PG - 2/27 FASHION ISSUE	\$33,992
<b>TOTAL</b>	<b>1</b>		<b>\$33,992</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>	<b>0</b>		
<b>GRAND MONTHLY TOTAL</b>	<b>16</b>		<b>\$809,188</b>

\*Does not reflect cash rebates

CA123NEW BUD

2060311845

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>MARCH</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN	1	PG	\$46,170
FIRST FOR WOMEN			
NATIONAL ENQUIRER	1	BC - 3/7	\$34,565
NEW WOMAN	1	PG	\$23,314
PEOPLE	1	PG - 3/27	\$79,197
REDBOOK			
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC - 3/21	\$2,949
SOAP OPERA WEEKLY	1	PG - 3/28	\$5,993
STAR	1	BC - 3/14	\$27,084
TRUE STORY	1	2C	\$10,121
TV GUIDE	1	BC - 3/18	\$116,130
WOMAN'S WORLD	1	BC - 3/7	\$16,200
<b>TOTAL</b>	<b>10</b>		<b>\$381,822</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE			
ELLE	1	PG	\$30,785
ENTERTAINMENT WEEKLY	1	PG - 3/17 C/S LEGENDS	\$34,790
ACD. AWARDS VIEWING GUIDE	1	PG - 3/6 "BEST ACTRESS"	\$14,745
GLAMOUR	1	PG - "WRN"	\$68,183
MADEMOISELLE	1	PG - OPP. "HOROSCOPE"	\$44,825
MARIE CLAIRE	1	PG	\$13,068
ROLLING STONE	1	PG - 3/9	\$38,624
SELF	1	PG	\$46,208
US	1	PG	\$22,289
VOGUE	1	PG - OPP. "HOROSCOPE"	\$53,020
WORKING MOTHER	1	PG	\$20,699
<b>TOTAL</b>	<b>11</b>		<b>\$391,116</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS	1	PG - OPP T.O.C.	\$71,820
CABLE GUIDE			
COUNTRY AMERICA	1	PG - SPECIAL RATE	\$27,098
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$24,449
HOME			
INSTYLE	1	PG	\$16,702
LADIES HOME JOURNAL			
LIFE	1	PG	\$43,588
McCALLS	1	PG	\$45,754
MOVIELINE			
SOUTHERN LIVING	1	PG	\$58,063
TIME			
VANITY FAIR			
WOMAN'S DAY			
WORKING WOMAN	1	PG	\$23,385
<b>TOTAL</b>	<b>8</b>		<b>\$308,857</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE			
USA WEEKEND	1	QUEEN PG - 3/5	\$36,690
<b>TOTAL</b>	<b>1</b>		<b>\$36,690</b>
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE	1	PG - MAR - MAY	\$2,894
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>1</b>		<b>\$2,894</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>31</b>		<b>\$1,101,379</b>

\*Does not reflect cash rebates

C:\123\NEW BUD

2060311846

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>APRIL</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN	1	PG - C/S LEGENDS	\$51,081
FIRST FOR WOMEN	1	BONUS PG FROM '94 - 4/10	\$0
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	2	PG - 4/3 C/S LEGENDS, 4/17 C/S	\$165,977
REDBOOK	1	PG - C/S LEGENDS	\$38,074
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC - 4/25	\$2,949
SOAP OPERA WEEKLY			
STAR	1	PG - 4/25	\$22,184
TRUE STORY			
TV GUIDE	1	PG - 4/15 C/S LEGENDS	\$92,636
WOMAN'S WORLD			
<b>TOTAL</b>	<b>8</b>		<b>\$370,901</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	1	PG - C/S LEGENDS	\$33,635
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADEMOISELLE	1	PG - C/S LEGENDS "HOROSCOPE"	\$48,272
MARIE CLAIRE			
ROLLING STONE			
SELF			
US	1	PG - C/S LEGENDS	\$24,975
VOGUE	1	PG - OPP. "HOROSCOPE"	\$53,020
WORKING WOMEN	1	PG	\$20,699
<b>TOTAL</b>	<b>5</b>		<b>\$180,601</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA	1	PG - C/S LEGENDS	\$35,998
COUNTRY HOME	1	PG - MAR/APRIL	\$42,297
FAMILY CIRCLE	1	PG - 4/4 C/S LEGENDS	\$60,052
HARPER'S BAZAAR	1	3C	\$41,059
HOME	1	PG	\$24,787
INSTYLE			
LADIES HOME JOURNAL			
LIFE	1	PG	\$37,368
McCALLS	1	PG - "HOROSCOPE"	\$45,754
MOVIELINE	1	PG	\$8,021
SOUTHERN LIVING	1	PG - C/S LEGENDS	\$59,075
TIME			
VANITY FAIR	1	PG - C/S LEGENDS	\$59,774
WOMAN'S DAY	1	PG - 4/4	\$40,805
WORKING WOMAN			
<b>TOTAL</b>	<b>11</b>		<b>\$454,988</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE			
USA WEEKEND			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - APR/MAY	\$3,790
NEW ORLEANS	1	3C	\$3,901
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>2</b>		<b>\$7,691</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>28</b>		<b>\$1,014,181</b>

\*Does not reflect cash rebates

C:\123\NEW BUD

2060311847

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>MAY</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN	1	PG - 5/1	\$10,060
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN	1	BC	\$30,073
PEOPLE	1	BC - 5/8 SPECIAL ISSUE	\$117,726
REDBOOK	1	PG - C/S LEGENDS	\$36,074
SOAP OPERA DIGEST	1	PG - 5/23	\$20,031
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY	1	BC - 5/2	\$7,022
STAR	1	PG - 5/16	\$27,064
TRUE STORY	1	PG	\$8,434
TV GUIDE	1	PG - 5/13	\$83,812
WOMAN'S WORLD	1	PG - 5/30	\$10,439
<b>TOTAL</b>	<b>10</b>		<b>\$350,775</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	1	PG	\$30,188
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 5/12	\$33,287
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG - C/S LEGENDS	\$70,101
MADEMOISELLE	1	PG - C/S LEGENDS-HORO.	\$48,272
MARIE CLAIRE	1	PG - OPP. HOROSCOPE	\$18,957
ROLLING STONE	1	PG - 5/18	\$39,624
SELF			
US	1	PG + 1/3 VERTICAL	\$22,269
VOGUE	1	PG - OPP. HOROSCOPE	\$53,020
WORKING MOTHER			
<b>TOTAL</b>	<b>8</b>		<b>\$315,718</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS	1	PG - OPP. MASTHEAD	\$71,820
CABLE GUIDE			
COUNTRY AMERICA	1	PG - C/S LEGENDS	\$35,998
COUNTRY HOME			
FAMILY CIRCLE	1	3C - 5/18	\$68,737
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG - C/S LEGENDS	\$17,290
LADIES HOME JOURNAL	1	BC	\$76,015
LIFE			
McCALLS	1	PG - C/S LEGENDS	\$50,788
MOVIELINE	1	PG	\$8,021
SOUTHERN LIVING	1	PG - C/S LEGENDS	\$59,075
TIME			
VANITY FAIR			
WOMAN'S DAY	1	PG - 5/16	\$52,530
WORKING WOMAN	1	PG	\$23,385
<b>TOTAL</b>	<b>10</b>		<b>\$463,735</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE	1	QUEEN PG - 5/14	\$48,935
USA WEEKEND	1	QUEEN PG - 5/14	\$36,690
<b>TOTAL</b>	<b>2</b>		<b>\$85,625</b>
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE	1	3C	\$5,785
HONOLULU MAGAZINE	1	PG	\$3,696
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE	1	BC	\$5,294
<b>TOTAL</b>	<b>3</b>		<b>\$14,775</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>33</b>		<b>\$1,230,628</b>

\*Does not reflect cash rebates

CA123,NEW BUD

2060311848

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS</u>	<u>JUNE</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN	1	PG - 6/12	\$10,060
NATIONAL ENQUIRER			
NEW WOMAN	1	PG	\$24,480
PEOPLE	1	PG - 6/19	\$83,870
REDBOOK	1	PG	\$34,662
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
<b>TOTAL</b>	<b>5</b>		<b>\$201,570</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	1	PG	\$31,697
ELLE			
ENTERTAINMENT WEEKLY			
ACC. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG - "WRN" FRANCHISE	\$68,183
MADEMOISELLE	1	PG - OPP. HOROSCOPE	\$44,825
MARIE CLAIRE			
ROLLING STONE	1	PG - 6/28	\$41,805
SELF			
US			
VOGUE	1	PG - OPP. HOROSCOPE	\$53,020
WORKING MOTHER	1	PG	\$20,699
<b>TOTAL</b>	<b>6</b>		<b>\$280,030</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	1	PG	\$42,297
FAMILY CIRCLE	1	BC - 6/27	\$88,851
HARPER'S BAZAAR			
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	PG	\$53,545
LIFE			
McCALLS			
MOVIELINE			
SOUTHERN LIVING			
TIME			
VANITY FAIR	1	PG	\$70,409
WOMAN'S DAY	1	BC - 6/27	\$84,165
WORKING WOMAN			
<b>TOTAL</b>	<b>6</b>		<b>\$384,478</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE			
USA WEEKEND			
<b>TOTAL</b>			
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - JUNE/JULY	\$3,980
NEW ORLEANS	1	PG	\$3,801
RICHMOND MAGAZINE	1	PG	\$3,059
<b>TOTAL</b>	<b>3</b>		<b>\$10,939</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE	1	PG	\$8,140
CHICAGO MAGAZINE	1	PG	\$16,008
LA MAGAZINE	1	PG	\$13,442
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>3</b>		<b>\$37,590</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>23</b>		<b>\$904,807</b>

\*Does not reflect cash rebates

C:\123\NEW BUD

2060311849

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS</u>	<u>JULY</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN	2	SPREAD - 7/24	\$21,168
NATIONAL ENQUIRER	1	PG - 7/11	\$30,328
NEW WOMAN	1	PG	\$24,480
PEOPLE	2	SPREAD - 7/24 SPECIAL ISSUE	\$182,780
REDBOOK	1	PG	\$36,395
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PG - 7/11	\$2,825
SOAP OPERA WEEKLY	1	PG - 7/11	\$6,293
STAR			
TRUE STORY	1	PG	\$9,009
TV GUIDE	2	SPREAD - 7/8	\$178,005
WOMAN'S WORLD			
<b>TOTAL</b>	<b>13</b>		<b>\$537,561</b>
<b>YOUNGER MAGAZINES</b>			
ALLURE	1	PG	\$31,697
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 7/14	\$33,267
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADMOISELLE	1	PG	\$47,066
MARIE CLAIRE			
ROLLING STONE			
SELF	1	PG	\$50,618
US	1	PG	\$23,382
VOGUE	1	PG	\$55,671
WORKING MOTHER	1	PG	\$21,734
<b>TOTAL</b>	<b>8</b>		<b>\$335,049</b>
<b>OLDER MAGAZINES</b>			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA	1	PG	\$33,472
COUNTRY HOME			
FAMILY CIRCLE			
HARPER'S BAZAAR			
HOME	1	PG	\$26,026
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL	1	PG	\$58,222
LIFE			
McCALLS	1	PG	\$48,042
MOVIELINE	1	PG	\$8,422
SOUTHERN LIVING			
TIME			
VANITY FAIR			
WOMAN'S DAY	1	PG - 7/18	\$42,845
WORKING WOMAN	1	PG	\$24,554
<b>TOTAL</b>	<b>9</b>		<b>\$332,532</b>
<b>SUPPLEMENTS</b>			
PARADE	1	QUEEN PG - 7/23	\$48,935
USA WEEKEND	1	QUEEN PG - 7/23	\$36,690
<b>TOTAL</b>	<b>2</b>		<b>\$85,625</b>
<b>MISTY DEFENSE CITY BOOKS</b>			
D MAGAZINE	1	BC	\$6,885
HONOLULU MAGAZINE	1	PG	\$3,896
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>2</b>		<b>\$10,381</b>
<b>CORPORATE POOL CITY BOOKS</b>			
ATLANTA MAGAZINE	1	PG	\$8,710
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE	1	PG	\$4,085
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>2</b>		<b>\$10,805</b>
<b>MILITARY</b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>38</b>		<b>\$1,311,953</b>

\*Does not reflect cash rebates

CA\123\NEW BUD

2060311850



**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>AUGUST</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>			
OSMOPOLITAN	1	PG	\$48,479
1ST FOR WOMEN			
NATIONAL ENQUIRER	1	PG - 8/15	\$30,328
NEW WOMAN			
PEOPLE	1	PG - 8/14	\$83,870
REDBOOK	1	PG	\$38,365
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	PG - 8/15	\$23,696
TRUE STORY	1	PG	\$9,009
TV GUIDE			
WOMAN'S WORLD			
<b>TOTAL</b>	<b>8</b>		<b>\$231,777</b>
<b>YOUNGER MAGAZINES</b>			
ALLURE			
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	1	PG - 8/18	\$33,287
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,582
MADEMOISELLE	2	SPREAD	\$94,133
MARIE CLAIRE			
ROLLING STONE	1	PG - 8/10	\$41,605
SELF	2	SPREAD	\$101,237
US			
VOGUE	1	PG	\$55,671
WORKING MOTHER	2	SPREAD	\$43,455
<b>TOTAL</b>	<b>11</b>		<b>\$473,317</b>
<b>OLDER MAGAZINES</b>			
BETTER HOMES & GARDENS	2	SPREAD	\$150,822
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	1	PG	\$44,412
FAMILY CIRCLE	2	SPREAD - 8/8	\$119,058
HARPER'S BAZAAR			
HOME	1	PG	\$28,026
IN STYLE	2	SPREAD	\$35,074
LADIES HOME JOURNAL	2	SPREAD	\$112,445
LIFE			
McCALLS	1	PG (1ST BONUS PG.)	\$0
MOVIELINE			
SOUTHERN LIVING			
TIME	1	PG - 8/14	\$105,578
VANITY FAIR	2	SPREAD	\$118,287
WOMAN'S DAY			
WORKING WOMAN	2	SPREAD	\$49,109
<b>TOTAL</b>	<b>15</b>		<b>\$780,818</b>
<b>SUPPLEMENTS</b>			
PARADE			
USA WEEKEND			
<b>TOTAL</b>			
<b>MISTY DEFENSE CITY BOOKS</b>			
O MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b>CORPORATE POOL CITY BOOKS</b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b>MILITARY</b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>33</b>		<b>\$1,465,912</b>

\*Does not reflect cash rebates

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2060311851

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>SEPT</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN	1	PG - 9/25 (1ST BONUS)	\$0
NATIONAL ENQUIRER			
NEW WOMAN	1	PG	\$24,480
PEOPLE	2	SPREAD - 9/18 SPECIAL ISSUE	\$182,780
REDBOOK	1	PG	\$38,395
SOAP OPERA DIGEST	2	SPREAD - 9/26	\$42,065
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR	1	PG - 9/12	\$23,696
TRUE STORY	1	PG	\$9,009
TV GUIDE	2	SPREAD - 9/16	\$176,005
WOMAN'S WORLD			
<b>TOTAL</b>	<b>12</b>		<b>\$542,909</b>
<b>YOUNGER MAGAZINES</b>			
ALLURE	1	PG	\$31,697
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	2	SPREAD - 9/15	\$66,574
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADEMOISELLE	1	PG	\$47,066
MARIE CLAIRE			
ROLLING STONE	1	PG - 9/7	\$41,605
SELF	1	PG	\$50,618
US	1	PG	\$23,382
VOGUE	1	PG	\$55,671
WORKING MOTHER			
<b>TOTAL</b>	<b>10</b>		<b>\$420,531</b>
<b>OLDER MAGAZINES</b>			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	PG - 8/1	\$59,534
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL			
LIFE	1	PG	\$46,160
McCALLS	1	PG	\$48,042
MOVIELINE	1	PG	\$8,422
SOUTHERN LIVING			
TIME			
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY			
WORKING WOMAN			
<b>TOTAL</b>	<b>7</b>		<b>\$314,249</b>
<b>SUPPLEMENTS</b>			
PARADE			
USA WEEKEND			
<b>TOTAL</b>			
<b>MISTY DEFENSE CITY BOOKS</b>			
D MAGAZINE	1	PG	\$5,665
HONOLULU MAGAZINE	1	PG	\$3,696
LOUISIANA LIFE	1	PG (SEPT-OCT)	\$3,039
NASHVILLE LIFE			
NEW ORLEANS	1	PG	\$3,901
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>4</b>		<b>\$16,300</b>
<b>CORPORATE POOL CITY BOOKS</b>			
ATLANTA MAGAZINE	1	PG	\$6,710
BUZZ MAGAZINE			
CHICAGO MAGAZINE	1	PG	\$18,008
LA MAGAZINE	1	PG	\$13,442
OCEAN DRIVE			
NEW YORK MAGAZINE	1	PG	\$33,992
<b>TOTAL</b>	<b>4</b>		<b>\$70,152</b>
<b>MILITARY</b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>37</b>		<b>\$1,384,142</b>

\*Does not reflect cash rebates

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2060311852

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>OCT</u>	<u>\$M</u>
<b>CORE MAGAZINES</b>			
COSMOPOLITAN	2	SPREAD	\$86,667
FIRST FOR WOMEN	1	PG - 10/16	\$10,584
NATIONAL ENQUIRER	1	PG - 10/10	\$30,328
NEW WOMAN	2	SPREAD	\$48,959
PEOPLE			
REDBOOK	2	SPREAD	\$72,790
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PG - 10/10	\$2,825
SOAP OPERA WEEKLY	1	PG - 10/10	\$8,293
STAR			
TRUE STORY	2	SPREAD	\$18,018
TV GUIDE			
WOMAN'S WORLD	1	PG - 10/10	\$11,151
<b>TOTAL</b>	<b>13</b>		<b>\$297,705</b>

<b>YOUNGER MAGAZINES</b>			
ALLURE	2	SPREAD	\$63,395
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	1	PG - 10/13	\$33,287
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$143,184
MADEMOISELLE	2	SPREAD	\$94,133
MARIE CLAIRE			
ROLLING STONE			
SELF	1	PG	\$50,818
US	2	SPREAD	\$46,765
VOGUE			
WORKING MOTHER	1	PG	\$21,734
<b>TOTAL</b>	<b>12</b>		<b>\$485,440</b>

<b>OLDER MAGAZINES</b>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	1	PG	\$44,412
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$25,871
HOME	2	SPREAD	\$52,063
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL	1	PG	\$58,222
LIFE	2	SPREAD	\$92,320
McGALLS			
MOVELINE			
SOUTHERN LIVING			
TIME	1	PG - 10/9	\$105,576
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	SPREAD - 10/10	\$91,400
WORKING WOMAN			
<b>TOTAL</b>	<b>12</b>		<b>\$544,338</b>

<b>SUPPLEMENTS</b>			
PARADE	1	QUEEN PG - 10/22	\$48,835
USA WEEKEND	1	QUEEN PG - 10/22	\$38,890
<b>TOTAL</b>			<b>\$85,625</b>

<b>MISTY DEFENSE CITY BOOKS</b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE	1	PG - OCT/NOV	\$3,980
NEW ORLEANS			
RICHMOND MAGAZINE	1	PG	\$3,059
<b>TOTAL</b>	<b>2</b>		<b>\$7,038</b>

<b>CORPORATE POOL CITY BOOKS</b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE	1	PG	\$8,140
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE	1	PG	\$4,096
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>2</b>		<b>\$12,235</b>

**MILITARY**  
 STATESIDE FAMILY  
**TOTAL**

<b>GRAND MONTHLY TOTAL</b>	<b>41</b>		<b>\$1,432,380</b>
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\*Does not reflect cash rebates

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2060311853

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>NOV</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN	2	SPREAD	\$96,857
FIRST FOR WOMEN			
NATIONAL ENQUIRER	1	PG - 11/14	\$30,326
NEW WOMAN			
PEOPLE	1	PG - 11/20 SPECIAL ISSUE	\$91,360
REDBOOK			
SOAP OPERA DIGEST	1	PG - 11/21	\$21,033
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE	1	PG - 11/4	\$68,003
WOMAN'S WORLD			
<b>TOTAL</b>	<b>6</b>		<b>\$327,710</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	1	PG	\$31,697
ELLE			
ENTERTAINMENT WEEKLY	1	PG - 11/10	\$33,287
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADMOISELLE			
MARIE CLAIRE			
ROLLING STONE			
SELF	1	PG	\$50,818
US	2	SPREAD	\$46,765
VOGUE	2	SPREAD	\$111,342
WORKING MOTHER			
<b>TOTAL</b>	<b>8</b>		<b>\$345,302</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS	1	PG	\$75,411
CABLE GUIDE			
COUNTRY AMERICA	2	SPREAD	\$66,944
COUNTRY HOME			
FAMILY CIRCLE	2	SPREAD - 11/1	\$119,068
HARPER'S BAZAAR			
HOME	1	PG	\$28,026
INSTYLE	2	SPREAD	\$35,074
LADIES HOME JOURNAL	1	PG	\$58,222
LIFE	2	SPREAD	\$92,320
McCALLS	2	SPREAD	\$68,063
MOVIELINE	1	PG	\$8,422
SOUTHERN LIVING	2	SPREAD	\$117,731
TIME	1	PG - 11/8	\$105,578
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	PG - 11/1, PG - 11/21	\$91,400
WORKING WOMAN	2	SPREAD	\$49,109
<b>TOTAL</b>	<b>22</b>		<b>\$998,531</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE			
USA WEEKEND			
<b>TOTAL</b>			
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>36</b>		<b>\$1,671,543</b>

\*Does not reflect cash rebates

C:\123\NEW BUD

2060311854

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>DEC</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN	1	PG	\$48,479
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	2	SPREAD - 12/25 SPECIAL ISSUE	\$215,882
REDBOOK	1	PG	\$36,365
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PG - 12/12	\$2,625
SOAP OPERA WEEKLY	1	PG - 12/12	\$6,293
STAR	1	PG - 12/12	\$23,896
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD	1	PG - 12/12	\$11,151
<b>TOTAL</b>	<b>8</b>		<b>\$344,521</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	1	PG	\$31,997
ELLE	1	PG	\$32,324
ENTERTAINMENT WEEKLY	2	SPREAD - 12/15	\$88,574
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PG	\$71,592
MADMOISELLE	1	PG	\$47,066
MARIE CLAIRE			
ROLLING STONE	2	SPREAD - 12/29	\$83,210
SELF	1	PG	\$50,818
US	1	PG	\$23,382
VOGUE	1	PG	\$55,671
WORKING MOTHER			
<b>TOTAL</b>	<b>11</b>		<b>\$482,137</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS			
CABLE GUIDE			
COUNTRY AMERICA			
COUNTRY HOME	2	SPREAD	\$88,824
FAMILY CIRCLE			
HARPER'S BAZAAR	1	PG	\$25,671
HOME			
INSTYLE			
LADIES HOME JOURNAL	1	PG	\$56,222
LIFE	1	PG	\$46,180
McCALLS			
MOVIELINE			
SOUTHERN LIVING	1	PG	\$58,866
TIME	1	PG - 12/11	\$105,576
VANITY FAIR	1	PG	\$59,143
WOMAN'S DAY	2	SPREAD - 12/19	\$91,400
WORKING WOMAN	1	PG	\$24,554
<b>TOTAL</b>	<b>11</b>		<b>\$556,418</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE	1	QUEEN PG - 12/24	\$48,935
USA WEEKEND	1	QUEEN PG - 12/24	\$36,680
<b>TOTAL</b>			<b>\$85,625</b>
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE	1	PG	\$5,665
HONOLULU MAGAZINE	1	PG	\$3,656
LOUISIANA LIFE	1	PG - DEC-FEB	\$3,039
NASHVILLE LIFE	1	PG - DEC/JAN	\$3,980
NEW ORLEANS	1	PG	\$3,901
RICHMOND MAGAZINE	1	PG	\$3,059
<b>TOTAL</b>	<b>6</b>		<b>\$23,339</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>36</b>		<b>\$1,472,038</b>

\*Does not reflect cash rebates

C:\123\NEW BUD

2060311855

**1995**  
**VIRGINIA SLIMS BUDGET**  
**BY ISSUE DATE**

	<u># PGS.</u>	<u>JAN</u>	<u>\$M</u>
<b><u>CORE MAGAZINES</u></b>			
COSMOPOLITAN	1	PG	\$48,478
FIRST FOR WOMEN	2	SPREAD - 1/8	\$21,168
NATIONAL ENQUIRER			
NEW WOMAN	2	SPREAD	\$48,959
PEOPLE			
REDBOOK	2	SPREAD	\$72,790
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
<b>TOTAL</b>	<b>7</b>		<b>\$191,398</b>
<b><u>YOUNGER MAGAZINES</u></b>			
ALLURE	2	SPREAD	\$83,385
ELLE			
ENTERTAINMENT WEEKLY			
ACD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$143,184
MADEMOISELLE	1	PG	\$47,068
MARIE CLAIRE			
ROLLING STONE			
SELF			
US			
VOGUE	2	SPREAD	\$111,342
WORKING MOTHER	2	SPREAD	\$43,488
<b>TOTAL</b>	<b>9</b>		<b>\$408,455</b>
<b><u>OLDER MAGAZINES</u></b>			
BETTER HOMES & GARDENS	2	SPREAD	\$150,822
CABLE GUIDE	1	BC	\$47,215
COUNTRY AMERICA			
COUNTRY HOME			
FAMILY CIRCLE	1	PG - 1/9	\$59,534
HARPER'S BAZAAR			
HOME			
INSTYLE	1	PG	\$17,537
LADIES HOME JOURNAL	2	SPREAD	\$112,445
LIFE	1	PG	\$48,180
McCALLS	2	SPREAD (2ND BONUS PG)	\$48,042
MOVIELINE	2	SPREAD	\$18,844
SOUTHERN LIVING			
TIME			
VANITY FAIR	2	SPREAD	\$118,287
WOMAN'S DAY			
WORKING WOMAN	1	PG	\$24,664
<b>TOTAL</b>	<b>15</b>		<b>\$641,439</b>
<b><u>SUPPLEMENTS</u></b>			
PARADE			
USA WEEKEND			
<b>TOTAL</b>			
<b><u>MISTY DEFENSE CITY BOOKS</u></b>			
D MAGAZINE			
HONOLULU MAGAZINE			
LOUISIANA LIFE			
NASHVILLE LIFE			
NEW ORLEANS			
RICHMOND MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>CORPORATE POOL CITY BOOKS</u></b>			
ATLANTA MAGAZINE			
BUZZ MAGAZINE			
CHICAGO MAGAZINE			
LA MAGAZINE			
OCEAN DRIVE			
NEW YORK MAGAZINE			
<b>TOTAL</b>	<b>0</b>		<b>\$0</b>
<b><u>MILITARY</u></b>			
STATESIDE FAMILY			
<b>TOTAL</b>			
<b>GRAND MONTHLY TOTAL</b>	<b>31</b>		<b>\$1,241,291</b>

\*Does not reflect cash rebates

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2060311856